

30/05/89

DEPARTMENT OF EXTERNAL AFFAIRS

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RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

89/90 SECTOR/SUB-SECTOR HIGHLIGHTS

Mission: ATLANTA

Market: UNITED STATES OF AMERICA

Sector : CONSUMER PRODUCTS & SERVICES

Sub-Sector: FURNITURE & APPLIANCES

Market Data	2 Years Ago	1 Year Ago	Current Year (Estimated)	Next Year (Projected)
Market Size	1631.20 \$M	1639.20 \$M	1960.00 \$M	2000.00 \$M
Canadian Exports	125.00 \$M	140.00 \$M	175.00 \$M	207.50 \$M
Canadian Share of Market	7.70 %	8.50 %	8.90 %	10.40 %

Cumulative 3 year export potential for  
CDN products in this sector/subsector: 100+ \$M

Major Competing Countries Market Share

UNITED STATES OF AMERICA	75.00 %
TAIWAN	0.00 %
EAST GERMANY	0.00 %
KOREA	0.00 %
ITALY	0.00 %
YUGOSLAVIA	0.00 %

Current status of Canadian  
exports in this sector/subsector: well established and growing

Products/services for which there are good market prospects:

1. CONTRACT AND OFFICE FURNITURE
2. ALL HOUSEHOLD FURNITURE, NES

Factors contributing to current successful Canadian exports:

- Import restrictions are not a significant impediment in this sector
- Aggressive marketing
- PEMD support
- Fairs and Missions support
- Trade Fair activity
- Competitive pricing
- Strong sectoral capability in Canada
- bilateral economic trade agreement